A.   KYVU Statewide Market Survey – Key Findings

The Kentucky Virtual University commissioned the University of Kentucky Survey Research Center in February 2000 to conduct a random sample telephone survey of Kentucky adults. The purpose of the survey was to learn residents' opinions and interests in pursuing postsecondary education in the next three years. KYVU is using the results of the survey to launch a targeted statewide student recruitment campaign. In addition, KYVU sought to develop a baseline for further research and for continuous improvement.

<u>Significant Findings</u>

1.   Kentucky's adults prefer online learning to classroom instruction.

- Respondents who expressed any interest in furthering their education were asked if they would be more likely to take a course over the Internet in the next three years or at a local college. A majority (67.3 percent) chose the Internet.

- Interest in professional development programs jumps from 47.8 percent without the Internet to 65.1 percent when programs are available over the Internet.

- Interest in college-degree programs increases from 41 percent without the Internet to 57.3 percent with the Internet.

2.   Self-improvement is the No. 1 reason to pursue education.

- Self-improvement was by far the number one reason to seek additional education (52.3 percent), followed by better pay (29.5 percent), to get a different job (22.5 percent), to complete a degree (16.9 percent), for a promotion (14.1 percent), and because a job requires more education (10.6 percent). Percents do not add up to 100 percent because multiple responses were allowed.

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Degree Preferences

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		%
Two-Year Associate		26.6
Master's		23.0
Bachelor's		22.3
Professional Certificate	14.7	
Not likely to pursue a degree or certificate		13.4

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Education Programs in Demand

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		%
Business/Accounting		29.9
Math/Computer		13.8
Vocational		12.1
Education		11.2
Social Sciences	8.1	
Engineering		7.8
Life Sciences		6.7
Medicine		6.5

Multiple responses allowed. All other responses garnered less than 5 percent mention.

Internet Access

- 52.4 percent of Kentucky adults have Internet access. Of those residents, most report having access at home, followed by both home and office. Relatively few report having access only at the office.
- Of the adults who do not have access, 54.1 percent thought it was very or somewhat likely that they will have it in the next three years.

Awareness of KYVU

- Awareness of KYVU has grown to over 25 percent of Kentucky adults in less than one year.

Survey Methods

- The telephone survey consisted of a random sample of Kentucky adults. The total number of completions statewide was 1,259, which translates into an overall survey margin of error of plus or minus 2.77 percent at the 95 percent confidence level. The survey was conducted from February 10 through March 29, 2000.
- Most (93 percent) of respondents reported having a good or excellent understanding of the questions.

B. **KYVU Assists Institutions with the SACS Substantive Change Procedure**

On June 16, 1999, Mary Beth Susman, CEO of the KYVU, wrote to the Southern Association of Colleges and Schools (SACS) to officially notify it of the start up of the KYVU and the nine pilot projects to be brought online by fall of 1999 and to request permission to conduct a single statewide review for substantive change when it became necessary. Since SACS accreditation resides with the institutions providing the curriculum and not with the KYVU, Dr. Susman's letter served mainly as a notification on behalf of the institutions of the new presence of a statewide initiative. On
February 14, 2000, Dr. James T. Rogers, Executive Director for the SACS Commission on Colleges, notified the KYVU that the Executive Council of the Commission had approved the proposal that Kentucky be allowed to have a single statewide review for a substantive change for all of the KYVU's providers when necessary. By July, the KYVU provider institutions designated their KYVU contacts for SACS information. Dr. Tom E. Benberg, Associate Director of SACS-COC, visited the KYVU and asked that more information regarding Kentucky's unique approach to collaborative online programs be forwarded to SACS. He also informed the KYVU that, other than the usual decennial reviews, our provider institutions need only continue to notify SACS of online distance learning activities and that a statewide review was not necessary at this time. The KYVU will continue to facilitate this notification process whenever necessary, and perhaps at a later date Kentucky institutions may find it useful to have a statewide review.

KYVU as "Alarm Clock": Calendar of Events
- Institution notifies SACS of its plan to initiate or expand its distance learning program via KYVU.
- An institution reaches 25 percent of a program being offered online via KYVU.
- KYVU alerts institution's SACS liaison of need to begin gathering data for further notification regarding growth of online program; KYVU determines if more than one provider institution has reached a similar level and, if desired by the provider institutions, facilitates a joint notification of SACS.
- Information gathered from KYVU databases is incorporated into the provider institution's notification.
- If SACS determines that a review of a particular institution is necessary, the KYVU will act in a supporting role to provide any additional necessary information to the provider institution.
- If SACS indicates that more than one institution, or a collaborative program, needs to be reviewed, then the KYVU can coordinate the submission of a joint prospectus describing the multiple provider institutions' distance learning plans regarding the KYVU.

Institutional Participants with Anticipated Full Programs on KYVU

> Eastern Kentucky University
> Kentucky Community and Technical College System
> Morehead State University
> Murray State University
> Sullivan University
> University of Kentucky
> University of Louisville
> Western Kentucky University

The programs offered by the above institutions:

- Associate in Applied Science (Network and Information Systems Technology, NIST) **–** KCTCS
- Associate in Arts (Business Transfer Framework) – KCTCS
- Associate in Arts (using PBS's "Going the Distance: The Next Frontier" via Kentucky Educational Television) – KCTCS
- Bachelor of Science in Business Administration (Hospitality Management) – Sullivan University
- Bachelor of Science in Human Resource Leadership – Sullivan University
- Education Specialist, M.Ed. Certificate (Special Education: Moderate and Severe Disabilities) – Morehead State University, Murray State University, University of Louisville, and Western Kentucky University
- Master of Science (Communication Disorders) – Eastern Kentucky University, Murray State University, University of Kentucky, University of Louisville, and Western Kentucky University
- Master of Science (Management of Information Technology) – Sullivan University
- Master of Business Administration – Sullivan University

A web page with this information will be added to the KYVU web site (under "About Us" and under "Administration") along with a hotlinked list of all of Kentucky's SACS-accredited institutions and a list of appointed liaisons.

Staff Preparation by Mary Beth Susman

RESPONDENT INFORMATION

Basic respondent demographics are as follows:**

Gender	%
Male	38.1
Female	61.9

Age	
18 to 22	7.9
23 to 30	15.2
31 to 40	24.7
41 to 50	23.7
51 to 60	13.9
60 to 88	14.6

Education Level	
Less than HS Diploma	12.8
HS Diploma/GED	32.6
Some Coll./CC or VT Deg.	28.8
Bachelors Degree	15.0
Graduate School or Degree	10.8

Household Income	
Less than $10,000	7.8
$10,000-$19,999	14.5
$20,000-$29,999	16.9
$30,000-$39,999	15.4
$40,000-$49,999	13.3
$50,000-$69,999	15.7
$70,000-$89,999	6.8
$90,000 or more	9.6

** All reported statewide percentages are based on percentage of respondents who answered the question, weighted by region to be geographically representative of the statewide adult population.